

Media Release



BMW Doncaster celebrates 20 years with a show-stopping \$20 Million transformation.

Doncaster BMW has undergone a complete transformation, tripling in size to 15,000 sqm of glittering new showrooms, state-of-the-art service workshops and unprecedented new staff facilities.

With a clever re-use of existing building elements and infrastructure, new construction techniques and innovative sustainability initiatives, Doncaster BMW now has market leading facilities to display new BMW Cars, new BMW Motorbikes, new Mini Cars and pre-loved vehicles as well as accessories, parts, and of course vehicle servicing. The new complex also accommodates customer lounge and café areas, customer entertainment and interaction areas and leading edge central staff amenities and facilities.

The high-tech, high-spec facility is a manifestation of the vision and drive of Ingo Reisch Managing Director of BMW, innovative new design ideas from WMK Architecture and the precision of project managers and builders Chick Constructions. Investment in sustainable, intelligent design and quality built environment is aimed at exciting the customer, providing a motivating workplace, communicating the BMW brand and paving the way for continuous improvement.

“BMW’s philosophy that any new product released needs to perform better and to be more efficient than its predecessor” served as inspiration said Ingo Reisch.

A Complex Process

The redevelopment comprised the complete redesign and transformation of the existing sales and service complex across three buildings and was almost seven years in design and construction.

The redevelopment not only brought together high profile showrooms and a high-tech service and maintenance division with sophisticated client, workplace and sales facilities – the building also expresses the BMW brand. There is real synergy between BMW cars and the building’s slick design and finishes, the technology in the buildings and the sustainability initiatives incorporated.

“It was a very complex project – not only were we integrating new and older structures in addition to moving workshops, there was the need to keep a large car dealership running”, said Jessica Homes of Chick Constructions.

“The diversity of components involved in the project made it particularly unique and necessitated careful staging of the works” added Greg Barnett, Managing Director of WMK Architecture.

Staged construction ensured that Doncaster BMW not only continued trading and increased sales, the dealership was awarded the 2011 BMW trophy for all round performance across metro Melbourne. Significantly, this all took place in the midst of the Global Financial Crisis (GFC).



Show-Stopper Showrooms

The BMW new vehicle showroom featuring a lofty two-storey void with full height glazed façade has a commanding presence and forms the cornerstone of the development. The central reception area and adjoining customer lounge and café provide the fulcrum point in the showroom space.

Supplementing the main showroom space is the youthful 'black on black' MINI Showroom and the BMW Motorrod motorcycle showroom – the first Motorrod showroom in Australia to exhibit the new BMW corporate identity – which features raw concrete flooring and natural timber fittings.

The Engine Room

Service at Doncaster BMW is a high-tech affair. A key part of the business, the new workshop has been a 'quantum leap' in sheer size, workplace amenity and also in the volume of vehicles that can be serviced daily. Supporting the new workshop facility is a two-level partly underground car park for 200 vehicles.

The workshop's stepped roof design allowed windows to be inserted to allow the ingress of natural light while also meeting council requirements for set-back, aesthetics and acoustics. A water harvesting system has reduced fresh water usage per car from approximately 250L to 30L.

A Unique Workplace

Staff amenities at Doncaster BMW are almost unprecedented in such a car dealership facility. There's a big emphasis on creating both a great workplace environment for staff but equally so back of house staff amenities are of high quality. Doncaster BMW's new work environment is one that will attract, maintain and motivate great staff and facilitate them to perform their roles.

"It's about trying to match the facility and staff as closely as possible to the brand." Ingo Reisch emphasised.

The architecture is symbolic of the transparency of business operations. Administration staff enjoy elevated views to the CBD. The fully glazed managing director's office is dramatically cantilevered out overlooking the new BMW showroom, signaling that Reisch is very much across every element of the business. The consistent high quality use of finishes throughout the building, whether that is the floor surface in the showroom or staff café, is another telling feature.

"There's a whole consistency of the brand and message into the back end space that helps to edify the team and communicate that they are part of the BMW." said Barnett.

As one staff member aptly commented:

"The staff are treated in the same way as a client would be treated, staff areas are first class."



A Sustainable Business

As well as rainwater harvesting, the new facility incorporates a number of sustainable design initiatives including high performance solar double glazing, façade sun shading, low energy LED lighting, high performance low energy air conditioning and extra added roof and wall insulation.

Glass solar panels have been innovatively inserted vertically into the front façade parapet and can be read as the start of the vision to provide facility in the future for recharging electric cars using the power generated from the sun. When BMW iCars (i8 electric sports car and i3 electric four door car) arrive in Australia in 2014, expect to find them here.

Design a Business Driver

In addition to the many benefits resulting from the sustainable design initiatives, one of the most noticeable positive impacts to follow the redevelopment has been the increased level of service and amenities provided to customers and the ability to service more cars. The building is now a conduit to provide better customer service – there's pressure felt by staff to match the higher expectations that customers have in the new spaces.

Expansive showroom spaces resulting from the redesign has also meant more stock can be shown and held and with that, better buying power. "While we still offer boutique service levels, customers have a choice of virtually any BMW they could wish for at very competitive prices," said Reish. The redevelopment has transitioned Doncaster BMW from being a car showroom to an interactive consultative retail environment. Assisted by the physical environment, the business is now bigger, brighter and more effective.

The Doncaster BMW project has captured the vision of a client who was receptive to new ideas and appreciated the value of innovation and investing in design to create showrooms from which to drive sales, spaces for clients to enjoy, an exceptional workplace for his staff, and facilities to run an efficient car service business.

As embodied in Doncaster BMW's remarkable new facility, "BMW is not just transportation, BMW is a lifestyle, BMW is a passion."

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